

**Remember how your mother  
always kept her fruit in a  
dark place in the cellar?**

**Why?**

Light starts a chemical change in fruit, rendering it unfit for use.

The same way with beer. The ultra violet rays of light start chemical changes that impair the nutritive value.

In Schlitz this nutritive value is unimpaired—light cannot harm it.

The Brown Bottle keeps out the light and protects it from the brewery to your glass. That's why it tastes so good.

**Drink**

**Schlitz**

**The Beer That Made Milwaukee Famous.**

Phone Doug. 1642  
Schlitz Bottled Beer Depot  
723 S. 9th St., Omaha, Neb.

*See that crown  
is branded  
"Schlitz"*

**in Brown  
Bottles**

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